



# Buy Detail Report

Revision #:

Date: 9/18/2012

Client: Ben McAdams for Salt Lake County Mayor

Estimate: 318

Vendor: KUCW-TV

Send Billing To: Love Communications

Media: TV

Description: Ben McAdams TV

6135 South Stratter

546 S. 200 W

Product: Mayor

Flight Start Date: 9/17/2012 05:00 AM

Murray, UT 84107

Salt Lake City, UT 84101

Market: Salt Lake City-Ogden

Flight End Date: 11/4/2012 04:59 AM

Phone: 801-519-8880

Primary Demo: Adults 25-64

Survey: Nov'11 DMA Nielsen Live+7

Fax: 801-519-8884

Separation between spots: 30

Buyer: Peggy Conway

Phone: 270-2320

Fax: 281-4503

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/24 10/1	Total Spots
<b>KUCW-TV</b>						
64	MTuWThF 6:30p-7:00p BIG BNG THEORY<	PA	\$250.00	30	0 0	0
65	MTuWThF 10:00p-10:30p BG BNG THRY B<	LF	\$120.00	30	2 2	4
66	Sa 10:30p-12:00a SAT NITE LIVE	LE-1 5	\$143.00	15	1 1	2
<b>Total Cost:</b>			\$766.00	<b>Total Spots:</b>		6
				3	3	6

Disclaimer:

Signature: \_\_\_\_\_